Executive Proclamation

State of South Dakota

Office of the Governor

Whereas, Sometimes referred to as the "imprint on the soul," character defines us as individuals and distinguishes the manner in which we choose to interact with the world. Culture routinely adopts values that we recognize as being useful for people in their homes, workplaces, and communities - these values, in turn, reflect our character; and,

Whereas, Character is shaped first and foremost in the family setting and is the obligation of South Dakota families to develop and transmit basic values to our youngsters, be it around the dinner table, while reading to our children at bedtime, or during the free moments when young hearts and minds can be filled; and,

Whereas, Beyond the family, character is shaped by a number of other influences, such as civic organizations, religious and faith-based groups, communities, public and private schools, and especially the modern media and popular culture. We must protect the process by which character is formed and transmitted to our children; and,

Whereas, In South Dakota, the most widely used character education framework is **CHARACTER COUNTS!** which is based on the "Six Pillars of Character" – Trustworthiness, Respect, Responsibility, Fairness, Caring, and Citizenship; and,

Whereas, During the month of October, I urge all South Dakotans to recognize the importance of **CHARACTER COUNTS!** and encourage citizens to model the "Six Pillars of Character" in an ongoing commitment to promote character development and ethical behavior in the youth of our communities:

Now, Therefore, I, M. Michael Rounds, Governor of the state of South Dakota, do hereby proclaim October 19 – 25, 2008, as

CHARACTER COUNTS! WEEK

in South Dakota.

In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Nineteenth Day of September in the Year of Our Lord, Two Thousand and Eight.

M. Michael Rounds, Governor

Attest:

Chris Nelson, Secretary of State